



Artist's Impression

## Youi

Youi provide tailor-made Home and Vehicle (car, trailer, motorcycle and watercraft) Insurance to clients in Australia and New Zealand (NZ) from their head office and operational centre on the Sunshine Coast.

Youi was established in 2008 and started its NZ operation in 2014. In March 2015, Youi announced plans to invest up to \$100 million in a new global headquarters for up to 2,000 staff.

Youi is a wholly owned subsidiary of Youi Holdings Pty Ltd, which in turn is a subsidiary of OUTsurance International Holdings Pty Limited which is part of the Rand Merchant Insurance Holdings Group (RMIH), a large international insurance services provider.

Youi has won numerous awards, including:

- The Australian Media Federation Award for the best strategic launch
- International Customer Services Professionals No1 in Customer Service – 2014
- The Anthill Cool Company Award
- Engaged Marketing's Most Recommended Car insurer (2013)
- Australian Customer Service Institute's ESi Award (2013).

### THREE REASONS TO INVEST ON THE SUNSHINE COAST

1

Award winning region for digital excellence with recognition from Google, Smart21 and Paypal.

2

Deploying Australia's first fully-integrated Smart City Framework to deliver government services more effectively.

3

Affordable office and shared space accommodation including an Innovation Centre dedicated to fostering the growth of entrepreneurial and start-up organisations.

### FAST FACTS

- ✓ Global headquarters on the Sunshine Coast.
- ✓ 1,000+ staff on the Sunshine Coast.
- ✓ Recent expansion into New Zealand.
- ✓ Gross written premiums of \$199 million (FY 2013/14).
- ✓ Multiple business awards.



**Invest**<sup>TM</sup>  
**Sunshine Coast**  
**Australia**  
The future is here



*The Sunshine Coast has provided Youi with a skilled and motivated workforce that has assisted us greatly in achieving our business objectives.*

DANIE MATTHEE  
CEO, Youi

## Why the Sunshine Coast is perfect for professional businesses...

- Queensland has the lowest basic flat payroll tax rate of any Australian state or territory - estimated on average at \$490 less per person.
- Commercial office accommodation leasing costs are 58% lower than Brisbane CBD.
- High speed broadband available across the Sunshine Coast and many suburbs currently being connected to the National Broadband Network.
- A population of some 280,000 and estimated to grow to more than 450,000 by 2031.
- Highly educated workforce with 57.4% of the local labour force currently holding a tertiary qualification, a significantly higher percentage than the Queensland average.
- Future access to undersea internet cable infrastructure, unique to Queensland and the only such infrastructure on the Eastcoast of Australia (outside of Sydney), providing local and regional business with a competitive advantage.
- An IT active and knowledgeable business community with a very high proportion of locals participating in the 'Get Up To Speed' initiative. The Sunshine Coast has also been awarded as a Google e-Town (Smart Company, 2013) and SMART 21 Community 2014 and 2015.
- Strong support from Sunshine Coast Council and the development of an Industry Investment Plan to help further develop and grow the professional business industry.

### HOW THE SUNSHINE COAST COUNCIL CAN HELP

- ✓ Financial assistance to help offset various establishment costs.
- ✓ A single point of service to facilitate connections with government bodies.
- ✓ Tailored package of comparative information to assist in your decision.
- ✓ Customised site selection assistance and relocation advice.
- ✓ Access to key international market information and industry development.
- ✓ Successful track record of helping investors move to the Sunshine Coast.

The future  
is here

#### FOR MORE INFORMATION

Go to [www.invest.sunshinecoast.qld.gov.au](http://www.invest.sunshinecoast.qld.gov.au) or email [invest@sunshinecoast.qld.gov.au](mailto:invest@sunshinecoast.qld.gov.au) or call the Coordinator of Investment Attraction on +617 5475 9958.